

Z. C. M. I. ANNUAL MAY SALE.

Greatest Money-Saving Opportunity of the Year.
Commences Monday, May 12, For One Week. Continues to Saturday, May 17.

Z. C. M. I.'s grand May events always cause a great rush of good buyers. The reason is obvious--no other such rich bargain opportunities are afforded by any institution in the west as those given our patrons at the great May Sale each year. This season we are able to make better offerings than ever before, and our Sale is a series of substantial cash prizes. If we were to advertise that with each \$10 purchase we would give our patrons a cash prize of from \$2.50 to \$5.00, where only five per cent of the purchasers would be winners, it would crowd our store. In this great May Sale we do twenty times better than that. We give such a Cash Prize to every customer, in the greatly reduced prices we offer. When you want \$10 worth of goods at the regular price, we give it to you for from \$5 to \$7.50, and you can either increase the amount of your purchases in proportion or keep the cash. Either way it is a prize to you, and every number is a winner. Under such conditions it is no surprise that Z. C. M. I.'s great May sales bring such a rush of discriminating buyers. In this announcement is a sample list of prize offerings that bring to our patrons such excellent returns in a substantial way:

SILKS AND DRESS GOODS.

Black Satin Duchesse, regular \$1.20
 price \$1.75, sale price, **1.00**
Black Beau de Soie Silk, regular price \$1.50, sale price, 1.40
Finest Quality Black Swiss Taffeta, regular price \$2.00, in sale 1.40
Black Louisiana Silk, regular price \$1.50 per yard, in sale 1.00
50 yards Black Taffeta Silks, 24 inches wide, every yard guaranteed, regular price \$1.25, in sale 85c
Our well known 36-inch Black Taffeta Silk, sold regularly for \$1.50, our sale price is 1.25
Special Black Taffeta Silk, sold regularly for \$2, in sale 55c

Colored Foulard Silks.

A great variety in colors and designs. Regular price, 75c, **50c**
 Sale price, **65c**
 Regular price, \$1.25, **85c**
 Sale price, **\$1.00**
 Regular price, \$1.75, **\$1.25**
 Sale price, **\$1.00**
 25 per cent discount on all Plain and Fancy Silks in stock.
 All Wash Silks in the corded effects, regular price 80c, **45c**
 One lot of Striped and Brocaded Silks, Persian and Roman patterns, a large variety to choose from. Prices ranging from \$1.00 to \$5.00 per yard. These goods will be sold at Half Price, or

50c on the Dollar
 All Crepe Duchesses in stock, a nice variety, both figured and plain, will be sold at

25 per cent Discount

Dress Goods.

Our lines of Dress Goods were never so complete and up-to-date. All will be **Discounted 25 Per Cent**
 All Silk and Satin Striped Challies, French Waistings in Granite, Balloons and Albatross weaves, will be sold at

25 per cent Less
 Colored Grenadines, and Novelty Suit Patterns will go in the sale at half price, **50 cents on the Dollar**

One Special Table.

Of Colored Dress Goods, regular price from 25c to \$2.25 per yard, **35c**
 Only one Dress Pattern to each customer.

Parasols and Umbrellas

All Colored and Black Fancy Parasols in stock will be sacrificed.

25 Per Cent or One-Fourth Off Regular Prices.

Two Special Numbers in Ladies' Umbrellas, Black:
 No. 1 sells regularly for \$1.50, **\$1.00**
 No. 2 sells regularly for 75c, **45c**

ONE-THIRD OFF

In the prices of our entire line of

Dress Trimmings
 at this sale.

NOTIONS DEPARTMENT.

Notwithstanding the fact that there has been a great advance in the cost of all classes of goods, we are able by fortunate purchases to keep the prices down, thereby making the present May Sale bargains comparatively superior to anything heretofore offered. This rule applies to our Notions Department as well as to others--a fact readily discernible by noting the accompanying sample list of offerings during our great May Sale.

Kid Glove Specials.

One miscellaneous lot of Ladies' Kid Gloves, broken lines, sizes 5½ to 7½, prices were from \$1 to \$2.25, **50c**
 Sale price, per pair, **75c**
 One lot of Ladies' Mocha Overseam Kid Gloves, were \$1.00, in **75c**
 One lot of Ladies' Fine Overseam Kid Gloves, in fancy colors, **\$1.15**
 One lot of Ladies' Fine Overseam Kid Gloves, in fancy colors, **85c**
 Ladies' Fine Overseam Kid Gloves, a full regular line, sold at \$1.25, in May Sale at only **\$1.50**
 Ladies' Fine Suede Gloves, 5-button length, in colors only, regular price \$1.75, in sale at **\$1.00**
 Ladies' Trefousse Fine Pique and Overseam Suede Gloves, pearls, gray, modes, clairs, all sizes, and always sold everywhere at \$2.00, **\$1.50**
 Ladies' Fine Overseam Fancy Embroidered Gloves, 2 pearl clasps, a very handsome glove, in light shades only, all sizes, regular price \$2.00, **\$1.50**
 Reductions on all other Kid Gloves.

Handkerchiefs.

30 dozen Ladies' Pure Linen Hemstitched Handkerchiefs, with neat and embroidered initials, all letters a good value for 20c, May Sale **10c**
 250 dozen Ladies' Unlaundered Linen Hemstitched and Embroidered Handkerchiefs, sold regularly at 25c, **15c**
 May sale **25c**
 300 dozen Ladies' Hemstitched and Embroidered Linen Handkerchiefs, regular price 90c, May Sale **25c**
 One lot of Colored Print Border and All White Hemstitched Handkerchiefs, regular price 5c, May Sale **3c**
 Ladies' Plain Sheer Linen Hemstitched Handkerchiefs, regular price **10c**
 15c, May sale price **25c**
 Ladies' Unlaundered Hemstitched and Embroidered Linen Handkerchiefs, regular price 25c, May sale **25c**
 All other Handkerchiefs in sale at **20 Per Cent Off**

Ribbons.

An immense line of Ribbons in fancies, plain and moire taffetas and satin taffetas, regular price 25c to **25c**
 One lot of Fancy Ribbons, regular price 25c and 30c, in **15c**
 All other Ribbons at reduced prices.

Embroideries, Laces, Etc.

Lot Fine Embroideries in Swiss, Nainsook and Hamburgs, Edgings and Insertions, in 4½-yard lengths only, at HALF REGULAR PRICES.

20 Per Cent Reduction

1,300 dozen Narrow Valenciennes Lace Edgings, in 12-yard lengths only, at **20c, 25c, 30c, 35c, 40c, 50c, 60c, 75c, 90c and \$1 per doz**
 Our entire line of Laces goes in the Sale at--

20 per cent off

Lot of Ladies' Fancy Neckwear, in great variety and sold regularly at \$1.00 to \$5.00, in sale **50c**
 Ladies' Fancy Neckwear, regular price 30c to \$1.00, in May **25c**
 Ladies' Imperial Handkerchief and Club Ties, sold regularly from 25c to \$1.00, in sale at **15c**
 Purse, Handbags, Belts, Belt and Trimming Buckles, in sale at **20 per cent off**
 Chiffons and Mousseline de Soie, our regular 90c quality, in May sale, per yard **50c**
 Ladies' Fine Silk Gloves, with double finger tips, in black, white and colors, regular price 65c, in May sale **60c**
 All other Silk Gloves and Mitts will be sold at-- **20 per cent off**

No Samples Given.
This is a Great Cash Sale.

Z. C. M. I.

T. G. Webber, Supt.

HOSIERY AND UNDERWEAR.

Hosiery.

Ladies' Black Cotton Hose, regular price 12½c, sale price, **5c**
 Ladies' Black Cotton Hose, regular price 15c, sale price, **10c**
 Ladies' Black Cotton Hose, regular price 15c, sale price, **10c**
 Ladies' Black Drop-Stitch Hose, regular price 25c, sale price, **15c**
 Ladies' Black Cotton Hose, high spliced heels and double soles, with linen appling, regular price 40c, **25c**
 Boys' Heavy Ribbed Black Cotton Hose, regular price 20c, sale price, **10c**
 Boys' Heavy Ribbed Black Cotton Hose, regular price 25c, sale price, **15c**
 Boys' Heavy Ribbed Black Cotton Hose, regular price 35c, sale price, **20c**
 Boys' and Girls' Fine Ribbed Black Cotton Hose, regular price 35c, sale price, **25c**
 Misses' Fine Tan Cotton Hose, regular price 20c, sale price, **10c**
 Misses' Fine Cardinal Hose, regular price 25c, sale price, **15c**
 Misses' Fine Ribbed Black Cotton Hose, regular price 25c, sale price, **15c**
 Misses' Fine Ribbed Black Cotton Hose, regular price 35c, sale price, **20c**
 One lot of Infants' Black Cashmere Hose, regular price from 25c to 30c, sale price, per pair, **10c**
 Infants' Cotton Hose, regular price 15c, sale price, per pair, **7½c**
 Children's Black Cotton Hose, regular price 15c, sale price, per pair, **7½c**
 Our entire line of Ladies', Misses', Boys' and Infants' Hosiery will be on sale at--

Greatly Reduced Prices.

Corsets.

During this great May Sale, the H.C. grade P.D. Corset will sell at a discount of-- **33½ Per Cent Off**
 A handsome line of Ladies' Corsets in white, pink and blue, regular price \$1.00, sale price **50c**
 Ladies' Fine Draw Corset Waist, regular price \$1.00, sale **45c**
 Children's Knit Underwaists, regular price 25c, sale price **20c**
 One lot of Ladies' good quality C.B. Corsets, regular price \$1.50 and \$2.00, will go at one-half price, or **50c on the Dollar**
20 Per Cent Discount
 On our entire stock of C.B., J.B., G.D., R. & G. Warner's, Ferris, Equipoise and all other brands of Corsets, Corset Waists, Girdles, etc.
 Positively no sale Corsets exchanged.

Children's Bonnets And Hats.

We have an elegant assortment of Mill and Silk Bonnets, Muffs, Hats and Sun Bonnets, at greatly reduced prices. **25 Per Cent Off**
 All Hose Supporters for Ladies, Misses and Children-- **20 Per Cent Off**

Carpet Department.

This Season's May Sale Eclipses all former sale. See the partial list of bargains below.

Biglow Axminster, were \$2.00, now **\$1.40**
 Lowell Axminster, were \$1.75, **\$1.35**
 Saxony Axminster, were \$1.85, **\$1.00**
 Wilton Velvet, extra quality, were \$1.75, now **\$1.25**
 Wilton Velvet, regular quality, was \$2.25, now **\$1.00**
 Body Brussels, 90c to **\$1.15**
 10 Wire Tapestry **75c**
 9 Wire Tapestry **65c**
 8 Wire Tapestry **59c**
 Pro Brussels Ingram Carpets, were \$1.00, now **72½c**
 Best All Wool extra super **59½c**
 Best C. C. extra super **49½c**
 Ingram Carpets **39c**
 Best Quarter Wool union **33½c**
 Good Cotton **25c**
 Carpet **25c**
 Hemp Carpet (good value), **32½c**
 China Matting (special lot), were 35c, now **23½c**
 A handsome line of fine Tapestry Papers at Less than Half Price.

Millinery Department.

Our entire line of the loveliest Millinery Goods will be on SALE. Nothing reserved. All Trimmed and Untrimmed Hats in stock will be offered, including Pattern Hats, Fancy Goods, Flowers and Ornaments at-- **25 Per Cent Reduction**
 Our goods are perfectly lovely in styles, and all new.

Shirt Waists.

We call the special attention of our many patrons to our large assortment of the famous Geisha, Gibson and other makes of Shirt Waists and to the new and fashionable designs and the exceptionally low figures at which we quote them.
 One lot Ladies' Shirt Waists, worth from 75c to \$2.50, while they last will sell for **25c**
 Ladies' Shirt Waists, regularly sold at 50c and 75c, sale **50c**
 A liberal discount on all Shirt Waists in stock. Entire stock of Shirt Waists on Sale.

Muslin Underwear.

This feature of the Great May Sale is specially attractive to all who are interested in a well selected and handsome line of Muslin Underwear. All of our sale goods are new and clearly the daintiest fabrics in lace and embroidery trimmed goods can be found at Z. C. M. I.

Entire Stock at Sale Prices

Fine embroidery trimmed Ladies' Night Gowns, regular price \$1.25, **50c**
 20 per cent discount on all Muslin Underwear.

20 Per Cent Off

Ladies' Fancy Tea Aprons, white, embroidery trimmed and gingham aprons--

20 Per Cent Off

Misses' White Dresses, and Aprons--

20 Per Cent Off

Knit Underwear.

We have a large and new assortment of Ladies', Children's and Infants' Knit Underwear of the very best quality and styles, with prices exceptionally low. All go in this sale.

20 Per Cent Off

Ladies' White Fancy Ribbed Cotton Vests, regular price 25c, **10c**

20 Per Cent Off

Ladies' White Fancy Ribbed Cotton Vests, regular price 25c, **15c**

20 Per Cent Off

Ladies' Fine Ribbed Seamless White Cotton Vests, sold regularly at 25c and 30c, sale price **25c**

20 Per Cent Off

One lot Children's Summer Undershirts and Drawers, sold regularly at 25c, sale price **10c**

20 Per Cent Off

Ladies' Fine Knit White Vests, sold regularly at 50c and 70c, **50c**

20 Per Cent Off

Ladies' Silk and Lisle Vests, in white and colors, sold regularly at 60c and 75c, sale price **50c**

20 Per Cent Off

Ladies' Ribbed Jersey Drawers, regular price 40c, sale **25c**

20 Per Cent Off

Greatly reduced prices on all Knit Underwear in stock.

20 Per Cent Off

All grades of infants' Kid Booties--

20 Per Cent Off

Ladies' Silk Underskirts

Our choice line of Ladies' Colored Silk Underskirts, during the sale week--

One Half Price

25 Per Cent discount on all Black Silk Underskirts.

A liberal reduction on all Ladies' Mercerized Satteen and Summer Underskirts.

20 Per Cent Off

Men's Nobby Spring Suits, **\$9.00**

Men's Nobby Spring Suits, **\$7.50**

Men's Nobby Spring Suits, **\$6.50**

Men's Nobby Spring Suits, **\$5.50**

A FEW EXTRA FINE SUITS AT HALF PRICE.

Boys' Spring Suits, worth \$4.00, **\$4.00**

Boys' Spring Suits, worth \$6.50, **\$6.50**

A few Boys' Extra Nice Suits at Half Price.

A few Children's Very Choice Suits at Half Price.

Children's Knee Pants worth 50c, Sale price 25c.

Men's Odd Pants at Half Price.

A few Men's Mackintoshes at Half Price.

Men's White Pique Vests at Half Price.

Men's Fancy Silk Vests at Half Price.

Men's John B. Stetson's Hats, worth \$4.50, Sale Price **\$1.00**

Men's and Boys' Fedora Hats at Half Price.

Child's Fancy Caps at Half Price.

Children's Mother's Friend Waists at Half Price.

Men's Cloth Caps, worth 75c. Sale Price, 25c.

Men's, Boys' and Children's Straw Hats at Half Price.

Men's Allover Percalé Waists, worth \$1, Sale Price, 50c.

A choice lot of Men's Neckwear at Half Price.

Come early and see the bargains.

CLOAK AND SUIT DEP'T.

This division of our great institution is always the best in the city, having held this foremost position from the first. The best trade of the state deals at Z. C. M. I. Cloak Department, because there are the best goods at the most reasonable prices. This season is a banner event for rich and profitable offerings to our customers. Note a few of the bargains--there are thousands.

Ladies' and Misses' Suits.

From our regular stock we have culled one lot of Ladies' and Misses' Suits, ranging from \$7.50 to \$15.00, and will place them on sale at the **\$5.00**

And another lot of about forty or fifty suits, worth \$15 to \$45, will be sold at half price

Or 50 Cents on the Dollar

And then you may pick from a stock containing not a single garment but what is absolutely new, at a reduction of

33½ Per Cent

Don't fail to look at this one. A lot of Ladies' and Misses' Skirts, in checks and plaids and self colors, ranging from \$2.50 to \$1.50. Your choice, **\$1.00**

Another grand opportunity is our entire line of new Separate SKIRTS, in cloths, Cheviots, Coats, Separate Jackets and Children's Reefers.

One-third Off

Our entire line of ETONS--in cloth, Taffetas and Beau de Soie, at

Half Price

Raglans, Coats, Separate Jackets and Children's Reefers.

One-third Off

At Half Price

MAACKINTOSHES.

Ladies' and Misses' Mackintoshes, One-third Less

SUMMER CAPES.

All Summer Capes in lace and chiffon, from

\$10 to \$30

will be sold at

Half Price

A line of Silk Capes, black, Half Price

Half Price

WINTER CAPES.

All Winter Capes, in plush and cloth, Half Price

Half Price

STAPLES DEPARTMENT.

Our offerings in the great May Sale are the opportunity of the year, and no good housekeeper will fail to take advantage of it.

Special 5 Cent Table.

We offer new goods that have been carefully selected and bought at a great sacrifice. These are goods that are worth from 10c to 25c per yard, such as Bleach Muslin, Bro. Sheet, all Standard Prints, Shaker Flannel, Crashes, Cotton Crepons, Dimities and Lawns. An endless variety of these and other goods will be found on this table.

8½ Cent Bargain Table.

Here is where you can double your money. Will give you 12 yards of any one article on this table for \$1.00. Black Satteen, Percalé, Zenithy Gingham, Seersucker, Outing Flannel, 4-4 Bro. Sheet, Bleached Muslin, White Cambric and many other styles of goods comprise this profitable offering.

10 Cent Table.

You will find on this table the most beautiful line of Lawns and Dimities, Percalés, Cheviots and Covert Cloths. These goods are sold regularly at a much higher price than this. There will also be other bargains placed upon this table, so keep your eyes open.

Don't forget our White Goods for Graduation Dresses. There will be a great reduction in prices on them.

20 Per Cent Off

All Fine Lawns, Dimities and Wash Dress Goods in stock.

An elegant line of Manchester Chamberlains, Newport Bookfold Cheviots, Bates Seersuckers, and other goods.

Only 12½ Cents Per Yard

All our 15c and 20c Flannelettes will be sold at--

Only 12½ Cents Per Yard

20 Per Cent Off

On all White Silk Mull, Mousseline de Soie, Swiss Muslin, Plain and Dotted Wash Chiffon, French Lawns, India Linen, Persian Lawns, Mercerized Egyptian Lawns, and all fancy White Goods suitable for Wedding, Ball and Graduation Dresses.

We have a small quantity of Plain and Dotted Crepons worth 25c and 35c per yard. We will sell at--

5 Cents per Yard

ASK FOR THE FIVE CENT TABLE.

20 Per Cent Off

On all Linen and Damask, Towels and Toweling in stock, on all Tuckings and Open Work Goods.

Our entire lines of beautiful Batiste Dress Goods, also all Novelty Goods

Remnant Table.

This year our Remnant Sale is a great attraction. The goods are all new, the bargains just as notable as ever. A glance at our table is all the argument necessary to convince those who are new visitors--all those acquainted with our mammoth institution are convinced by past experience.

All Remnants at Half Regular Price, including all Wool and Cotton Remnants. This will be the chance of your life.

Linen Department.

Table Damask One-Thrd Off